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AUTHOR Gold, Ben K.
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ABSTRACT

The purpose of this study was to examine the reasons students dropped ITV courses (college credit courses shown on commercial or educational television) offered by Los Angeles City College in Spring, 1972. The courses offered were: (1) History of Art 1-A, and (2) Law for the 70s (Law for the California Layman-Law 30). A questionnaire was mailed to the 1,083 students who dropped one or both of the two courses; 427 students (40%) responded. The most often stated reason for dropping the class was "the program was presented at an inconvenient time." The respondents were classified into 15 subgroups according to which class they were enrolled in, certain demographic variables, the point at which they dropped the class, the TV channel they watched, and whether they watched black and white or color TV. Responses by these subgroups are presented in tables. In general the art class received much more criticism than the law class, especially in the pace and manner of presentation and in the expenses and availability of course materials. The total group and each subgroup stated that they would enroll in the class if it were offered again. (RG)

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LOS ANGELES CITY COLLEGE

"SPRING, 1972 SURVEY OF ITV DROPOUTS"

JC 720 177

Research Study #72-10

Ben K. Gold
Research Office
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UNIVERSITY OF CALIF.
LOS ANGELES

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"SPRING, 1972 SURVEY OF ITV DROPOUTS"

PURPOSE OF THE STUDY

In cooperation with nineteen other Southern California community colleges, L.A.C.C. in Spring, 1972 offered two courses for college credit by television. Courses offered were: (1) History of Art 1-A, telecast on KCET (Channel 28) from 3:00-3:30 P.M. and again at 7:00-7:30 P.M., Monday, Wednesday and Friday, and also telecast on KABC (Channel 7) from 7:30-8:00 A.M., Tuesday and Thursday, and 6:30-7:00 A.M. Friday; (2) Law for the 70's (Law for the California Layman --Law 30), telecast on KCET from 2:30-3:00 P.M. Monday, Wednesday and Friday, and also on KABC from 7:30-8:00 A.M. Monday, Wednesday and Friday. Nearly 2,500 enrolled for credit at L.A.C.C., but a large number of these did not complete the course for credit. This study, requested by President Kaufman, investigates reasons for dropping the course.

PROCEDURE OF THE STUDY

Names and addresses of students who enrolled in one (or both) of the ITV courses but who did not complete it were furnished by the Data Center in the form of mailing labels. A questionnaire and covering letter* were prepared by the Research Office, reviewed by members of the ITV staff and the Art Department, revised and then mailed to each dropout. Returned questionnaires were analyzed by the Research Office, with considerable assistance from the staff of the Data Center.

FINDINGS

Figure 1 indicates the initial enrollment and numbers of withdrawals in each of the two courses. It can be noted that of the 2,482 students who enrolled for one or both of the courses, 1,019 (41%) enrolled in Law only, 748

* copies attached

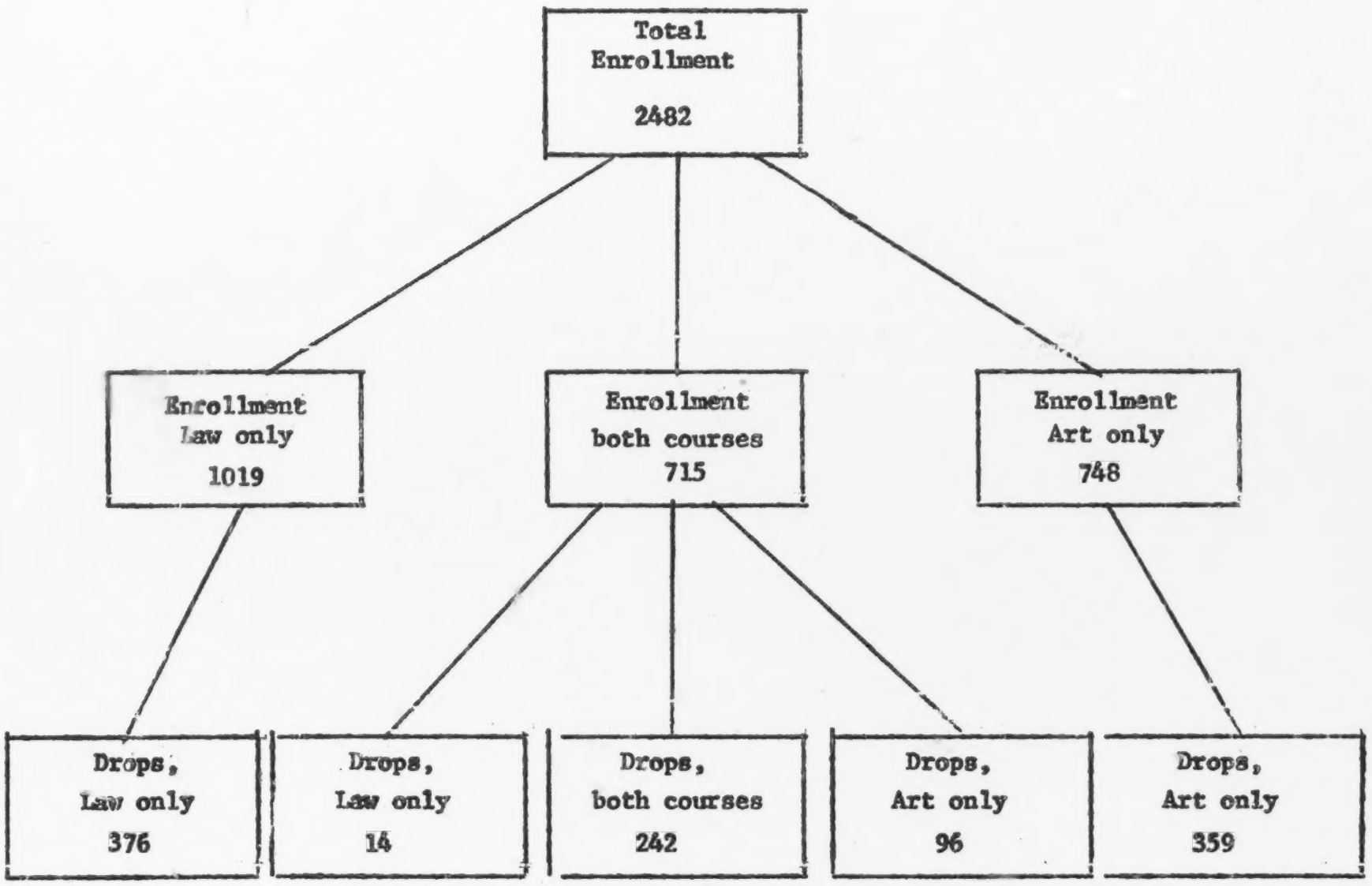
FINDINGS (continued)

(30%) enrolled in Art only, while 715 (29%) enrolled in both courses. 48% of those enrolled in Art failed to complete the course while 36% of those enrolled in the Law course failed to complete it.

Questionnaires were mailed to 1,083 students who dropped one or both of the two courses with 427 completed questionnaires being returned, and 30 being returned by the post-office as undeliverable. Thus the response rate was slightly over 40%.

Table 1 summarizes responses to the questionnaire for the total group of 427 and for the following fifteen sub-groups: those enrolled in Art only, those enrolled in Law only, those enrolled in both courses, males, females, those under 25 years of age, those 25 years of age and older, Caucasians, ethnic minorities (combined), those who dropped before the sixth week, those who dropped during or after the sixth week, those who watched KABC, those who watched KCET, those who watched color TV, and those who watched black and white TV.

FIGURE 1 - Enrollment and Drops in Spring, 1972
L.A.C.C. ITV Courses



SUMMARY:

Art
Enrollment = 1463
Drops = 697
Drop rate = 47.6%

Law
Enrollment = 1734
Drops = 632
Drop rate = 36.4%

TABLE 1 - Summary of Responses to ITV Survey Spring, 1972
(in percent)

		All	Art only	Law only	Both courses	Males	Females
	(N)	427	159	154	99	125	276
1. Enrolled in:	Art only	39	100	0	0	34	40
	Law only	37	0	100	0	44	35
	both courses	24	0	0	100	22	25
2. When drop?	1st-5th week	39	44	34	41	43	37
	6th-10th week	42	43	43	38	36	45
	after 10th week	19	13	23	21	21	18
3. Took midterm?	yes	4	2	3	9	3	4
	no	95	97	96	91	97	95
4. Attend review (Art)?	yes	11	13	--	--	11	10
	no	89	87	--	--	89	90
5. Which Channel?	KABC	61	46	80	56	60	59
	KCET	39	54	20	44	40	41
6. TV set?	color	59	57	63	55	56	64
	black & white	40	43	36	45	44	36
7. Sex?	male	31	27	36	28	100	0
	female	69	73	64	72	0	100
8. Age:	under 21	13	20	10	11	21	10
	21-25	19	17	19	22	20	14
	26-40	35	34	37	32	42	34
	over 40	33	29	35	34	17	42
	Median age	33	31	34	33	29	37
9. Ethnic:	Black	13	12	15	9	11	14
	Caucasian	70	69	71	70	72	71
	Mexican-American	7	4	10	6	10	5
	Oriental	4	9	1	3	1	4
	Other	6	6	3	12	6	6

(Continued on page 5)

Table 1 (continued)

	Age Under 25	Age Over 25	Cauc.	Minority	Drop Before 6th week	Drop 6th week or later	Watch KABC	Watch KCET	TV set color	TV set B & W
(N)	137	286	279	121	148	231	216	137	238	164
1. Enrolled in:										
Art only	43	37	39	40	45	38	29	54	38	42
Law only	33	40	38	36	31	39	49	19	39	32
both courses	24	23	24	24	24	22	22	26	23	26
2. When drop?										
1-5th week	44	36	38	40	100	0	38	38	39	40
6th-10th week	40	43	44	37	0	69	42	44	44	40
after 10th week	16	21	19	23	0	31	20	18	17	20
3. Took midterm?										
yes	5	4	3	7	4	1	3	6	4	4
no	94	95	97	92	96	98	97	94	95	95
4. Attend review (Art)? yes	15	9	11	9	8	11	10	10	10	12
no	85	91	89	90	92	88	90	89	90	88
5. Which Channel? KABC	60	61	59	61	60	61	100	0	60	62
KCET	40	39	41	39	40	39	0	100	40	38
6. TV set? color	41	67	62	54	57	59	58	60	100	0
black & white	58	32	38	44	43	40	42	39	0	100
7. Sex: male	44	26	30	29	36	31	31	30	27	35
female	56	73	69	71	64	69	69	77	73	65
8. Age:										
Under 21	42	0	12	13	16	13	11	17	12	15
21-25	58	0	15	25	22	19	23	17	10	31
26-40	0	51	32	43	41	35	31	38	39	28
over	0	49	41	19	20	33	35	28	38	26
Median age	--	--	36	30	30	33	33	32	36	28
9. Ethnic:										
Black	15	12	0	42	16	12	16	9	12	13
Caucasian	62	73	100	0	67	69	68	70	73	67
Mexican-American	8	7	0	24	7	8	8	7	8	6
Oriental	7	6	0	20	6	6	4	10	4	8

(continued on page 6)

TABLE 1 - (continued)

	All	Art only	Law only	Both courses	Males	Females
(N)	427	159	154	99	125	276
Factor in decision (Minor included)						
10. inconvenient time	53	54	58	50	61	52
11. interruptions in scheduling	26	25	30	19	28	26
12. started late	14	20	12	11	19	12
13. poor TV reception	15	21	9	12	13	16
14. poor TV production	16	21	9	13	18	14
15. covered too much	30	41	19	28	32	18
16. boring	24	33	16	22	28	24
17. not what expected	19	25	12	18	22	17
18. midterm too difficult	10	14	6	10	18	10
19. not enough explanation	25	32	17	25	31	22
20. materials too expensive	26	36	10	31	29	25
21. materials too difficult	14	18	8	14	14	13
22. m aterials not available	17	24	8	18	18	16
23. too impersonal	21	26	16	22	23	20
24. couldn't learn adequately through TV	16	28	9	10	16	17
25. other						
26. would reenroll? yes	49	46	50	51	46	50
no	19	20	15	22	24	17
not sure	32	33	35	27	30	33

TABLE 1 (continued)

	Age Under 25	Age Over 25	Cauc.	Minority	Drop Before 6th week	Drop 6th week or later	Watch KABC	Watch KCET	TV set color	TV set B & W
(N)	137	286	279	121	148	231	216	137	238	164
Factor in decision										
10. incovenient time	64	49	54	54	64	53	56	51	57	51
11. interruptions in scheduling	26	27	28	26	18	32	33	17	30	25
12. started late	25	22	13	16	19	13	15	15	16	13
13. poor TV reception	20	12	15	15	16	15	13	20	19	14
14. poor TV production	24	12	14	18	14	17	15	18	21	13
15. covered too much	38	25	30	30	23	36	27	35	32	27
16. boring	39	17	26	21	26	26	22	31	28	22
17. Not what expected	31	13	21	12	21	19	18	22	16	21
18. midterm too difficult	10	12	10	10	5	15	11	13	12	10
19. not enough explanation	37	20	23	30	24	27	25	31	28	24
20. materials too expensive	32	23	25	30	30	27	26	31	31	23
21. materials too difficult	18	12	12	19	10	17	13	17	17	11
22. materials not available	23	14	14	26	9	22	18	18	19	16
23. too impersonal	31	17	22	22	19	25	23	20	24	20
24. couldn't learn adequately through TV	26	12	16	18	16	17	16	20	22	13
25. other										
26. would reenroll? yes	40	53	48	52	39	50	51	44	44	50
no	27	16	21	15	21	20	18	25	22	18
not sure	33	31	30	33	38	30	31	31	34	31

CONCLUSIONS

This study investigates reasons why students failed to complete one of the two Spring, 1972 ITV courses. A total of 1,463 students started the Art class with 697 (48%) failing to complete it; 1,734 students started the Law class with 632 (36%) failing to complete it. Dropouts were sent a questionnaire eliciting reasons. Response rate was slightly over 40%. Following are some observations, based on an analysis of the questionnaire responses:

(1) Some characteristics of the total group of respondents:

(a) females outnumbered males by more than two to one
(b) one third were over forty years of age -- median age 33
(c) 70% were Caucasians, 13% Blacks, 7% Mexican-Americans, 4% Orientals
(d) only one in ten attended the review session (Art), one in twenty took the midterm examination
(e) a majority (60%) watched KABC
(f) a majority (60%) watched TV in color
(g) median number of weeks before dropping was seven

(2) The most often stated reason for dropping, for the total group and for all sub-groups was "the program was presented at an inconvenient time."

(3) With the exception of the two stated reasons "the program was presented at an inconvenient time" and "interruptions in TV scheduling were discouraging," all other stated reasons were checked(as being a factor in withdrawing) more by Art students than Law students. Reasons indicated by a third or more of Art dropouts as being factors in their decision to withdraw were "covered too much in too short a time," "materials (and/or text) too expensive," and "program was boring, uninteresting." Other factors which apparently had an effect on Art students were "not enough explanation," "found I couldn't learn adequately through TV," and "needed more personal contact."

(4) Male respondents generally were younger than female (median ages 29 and 37 respectively) and generally indicated more factors influencing their withdrawal. Greatest differences (with more males responding) were shown in "covered too much in too short a time," "not enough explanation," and "the program was presented at an inconvenient time."

CONCLUSIONS (continued)

(5) Younger respondents were generally more critical than older ones, especially in the following factor responses: "inconvient time," "was boring, uninteresting," and "not enough explanation."

(6) Little difference in response patterns by Caucasians and ethnic minorities can be noted, although minorities apparently had more difficulty obtaining course materials.

(7) Little difference between early and late (before and after 6th week) dropouts can be noted although the later dropouts were apparently more frustrated by interruptions in TV scheduling and the pace of the presentations.

(8) Apparently KABC interrupted the schedule more than KCET. With this exception, response patterns for those watching the two stations were similar.

(9) Response patterns were similar for those watching black and white TV and those watching color TV.

(10) The total group, and each sub-group, showed a plurality (usually by about two-to-one) stating that they would enroll in the class if it were to be given again.

In summary, time of scheduling was clearly the most significant factor in student's decision to withdraw from one of the Spring, 1972 ITV courses. Few Law dropouts indicated dissatisfaction with the course as presented. The Art course received more criticism, especially in the pace and manner of presentation and in the expense and availability of course materials.

A reading of written comments indicated general concurrence of the above. These comments are not summarized in this report but will be made available to those planning future ITV courses.

LOS ANGELES CITY COLLEGE
855 North Vermont Avenue
Los Angeles, California 90029

Dear Student:

According to our records you recently enrolled in one of the Spring, 1972 courses for college credit by television. Our records also indicate that you did not complete the course.

It is our hope that our television courses will be of real value to the viewers. To help us accomplish this, we need feedback -- especially from people like yourself who started but did not complete the course.

We would be most appreciative if you will complete the enclosed brief questionnaire and return it to us. It will take only a few minutes, and you need not identify yourself. A self-addressed stamped envelope is enclosed for your convenience.

Many thanks for your assistance.

Sincerely,

Ben K. Gold

Ben K. Gold
Director of Research

BKG/e
Enclosure

P.S. If you have comments at any point in the questionnaire, please feel free to write them in (briefly). Use the back of the sheet, if desired.

SPRING 1972 ITV SURVEY

Please check all appropriate answers. Thank you.

1. Enrolled in: History of Art only ___1
   Law for 70's only ___2
   Both courses ___3

2. When did you drop? 1st-5th week ___1
   6th-10th week ___2
   after 10th week ___3

3. Did you take midterm exam? yes ___1
   no ___2

4. Did you attend the review session (for art students only)? yes ___1
   no ___2

5. Which channel did you watch?
   KABC (7) ___1
   KCET (28) ___2

6. Is your TV set: color ___ 1
   black & white ___ 2

7. Your sex: male ___ 1
   female ___ 2

8. Your age: under 21 ___ 1
   21-25 ___ 2
   26-40 ___ 3
   over 40 ___ 4

9. Your ethnic background:
   Black ___ 1
   Caucasian ___ 2
   Mex-Amer. ___ 3
   Oriental ___ 4
   other ___ 5

Of the following, which were important factors in your decision not to complete the course? (Please check one number in each row).

	very important factor(1)	important factor(2)	minor factor(3)	not a factor (4)
10. the program was presented at an inconvenient time				
11. interruptions in TV scheduling were discouraging				
12. started the series late, got discouraged				
13. poor quality TV reception				
14. poor quality of TV production				
15. covered too much in too short a time				
16. program was boring, uninteresting				
17. course was not what I expected				
18. midterm exam was too difficult				
19. not enough explanation				
20. materials (and/or text) too expensive				
21. materials (and/or text) too difficult				
22. materials (and/or text) not available				
23. needed more personal contact				
24. found I couldn't learn adequately through TV				
25. (other -- please describe)				

26. If the class were to be given again, would you enroll in it?

yes 1 ____ no 2 ____ not sure 3 ____

If no or not sure, what changes might entice you to consider enrolling?

Please return to: Dr. Ben K. Gold, Director of Research, Los Angeles City College
855 North Vermont Avenue, Los Angeles, California 90029.